NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 1 of 20

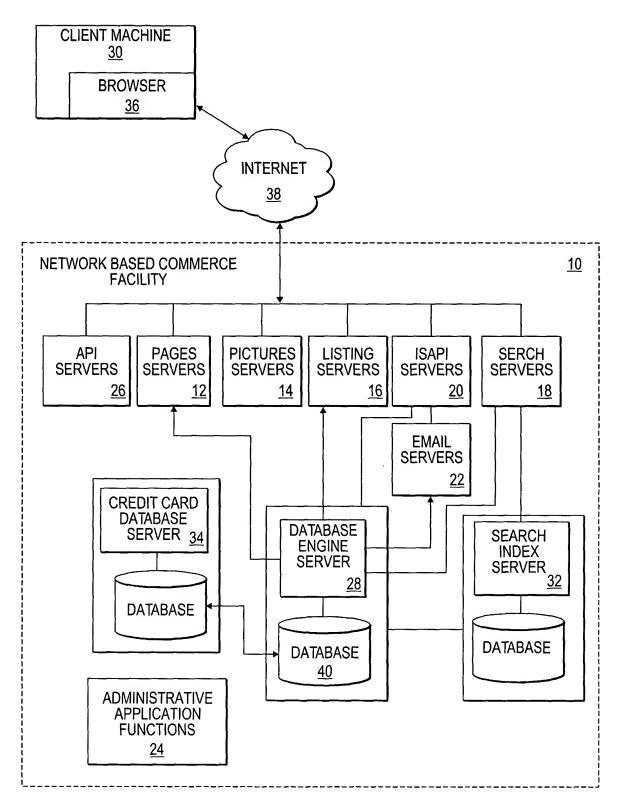
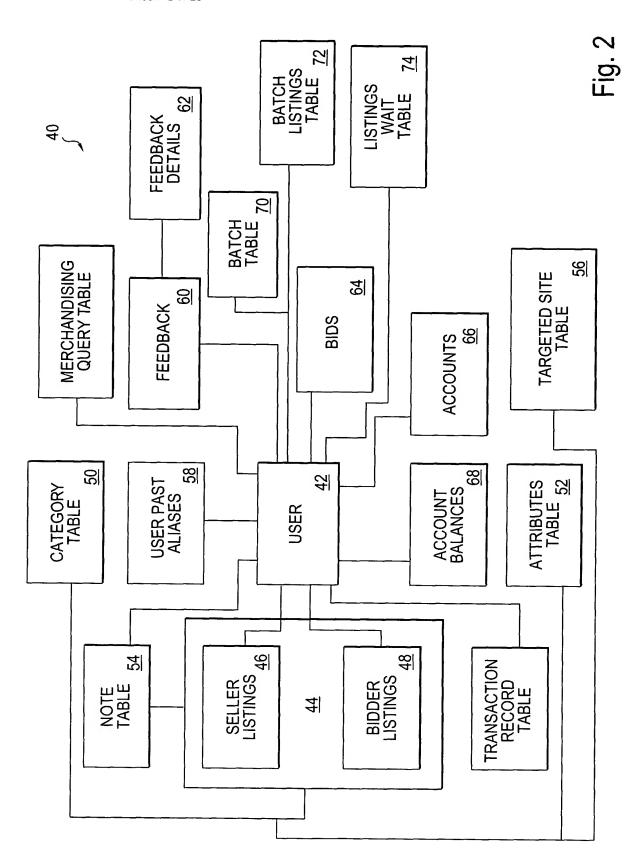


Fig. 1

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A
NETWORK-BASED COMMERCE SYSTEM
1st Named Inventor: Steve Grove
Express Mail No.: EV301831643US Docket No.: 3801
Sheet: 2 of 20 (408) 947-8200



Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM (408) 947-8200

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 3 of 20

Docket No.: 3801P102

LISTINGS TABLE

ID

DESCRIPTION

CATEGORY ID

PRICE

CLOSE DATE

RESERVE_PRICE

SELLER_ID

BIDDER_ID (0->N)

LIST_DATE

REMINDER_SENT

Fig. 3

100 **IDENTIFY REFERENCE** DATA ASSOCIATED WITH PROPOSED **LISTING** 102 RETRIEVE REFERENCE DATA FOR PROPOSED LISTING THEREBY TO **GENERATE LISTING** DATA FOR PROPOSED LISTING 104 PRESENT PROPOSED LISTING TO USER FOR MODIFICATION 106 POST LISTING ON NETWORK BASED COMMERCE SYSTEM 108

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947. Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 4 of 20

(408) 947-8200

Fig. 4

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 5 of 20

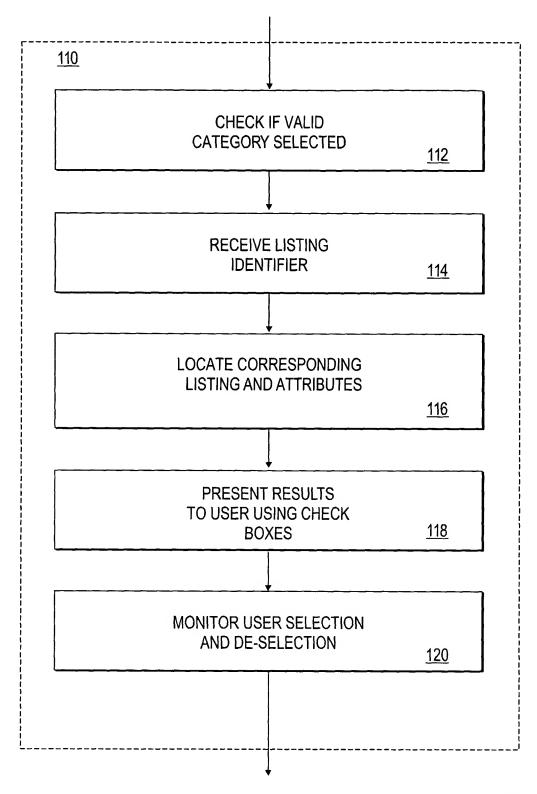


Fig. 5

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 6 of 20

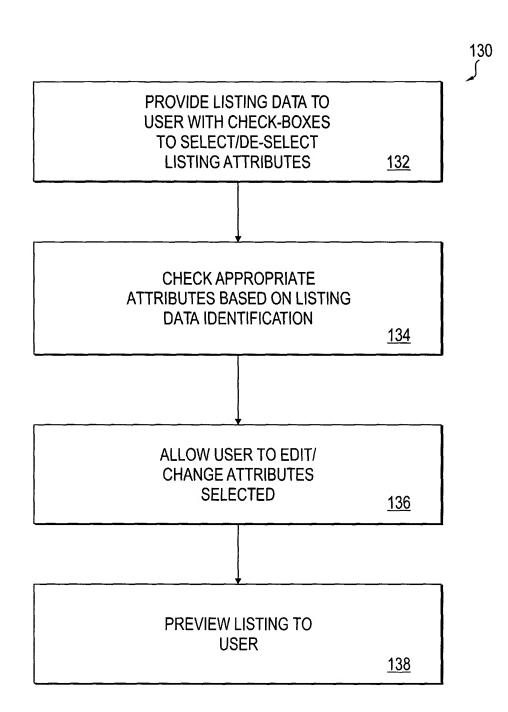
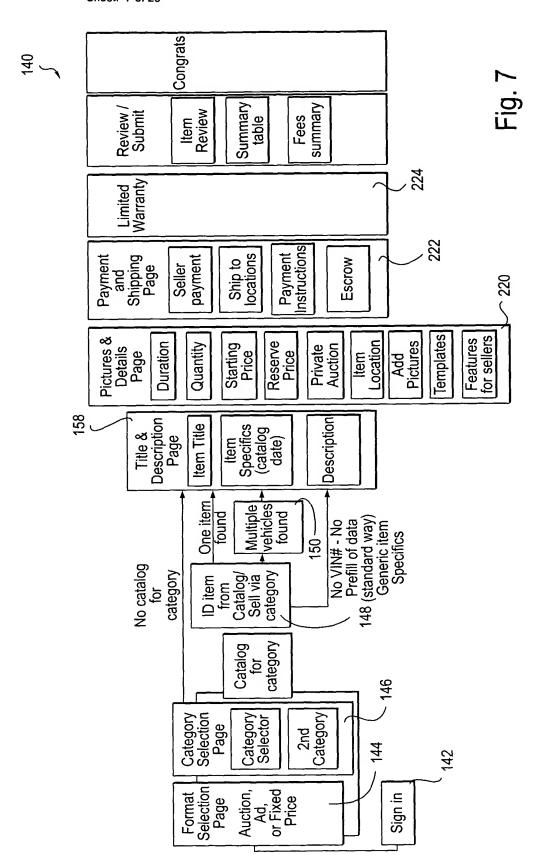


Fig. 6

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 7 of 20



NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 8 of 20

Docket No.: 3801P102

t: 8 of 20

XYZ Motors Home **Browse** Sell **Enthusiasts** Search Services Help Lost your information? Click Refresh . Learn how to stop information loss. Sell Your Item: Choose a Listing Option 5. Review & 2. Title 3. Pictures 4. Payment 1. Catagory Submit & Details & Shipping & Description New! Listing a 1990 or newer vehicle? (or) Listing a 1989 or older vehicle? Use for older vehicles - OR - if you prefer Save time listing your vehicle's optiions the standard listing form. with this new feature. Enter Vehicle Identification Number (VIN): 152 Continue > Continue > 17 character limit Vehicle Identification Number 156 WPOAB29911S685546 Can be found in: □ driver's side dashboard driver's side doorjamb o insurance card or registration How to find your VIN Number

Enthusiasts

Home

Browse

Sell

Search

Services

Help

150

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A
NETWORK-BASED COMMERCE SYSTEM
1st Named Inventor: Steve Grove
Express Mail No.: EV301831643US
Sheet: 9 of 20

Home Browse Sell Enthusiasts Search Services Help Lost your information? Click Refresh . Learn how to stop information loss. Sell Your Item: Choose a Listing Option 1. Catagory & Description & Details & Shipping Submit & Shipping Submit & Shipping Submit & Select the one you would like to sell below or try again Didn't find what you're looking for? List the standard way. 1999 Ford F-150 Series 139" LARIAT Supercab Sell one like this Sell one Sell one like this	Home Browse Sell Enthusiasts Search Services Help

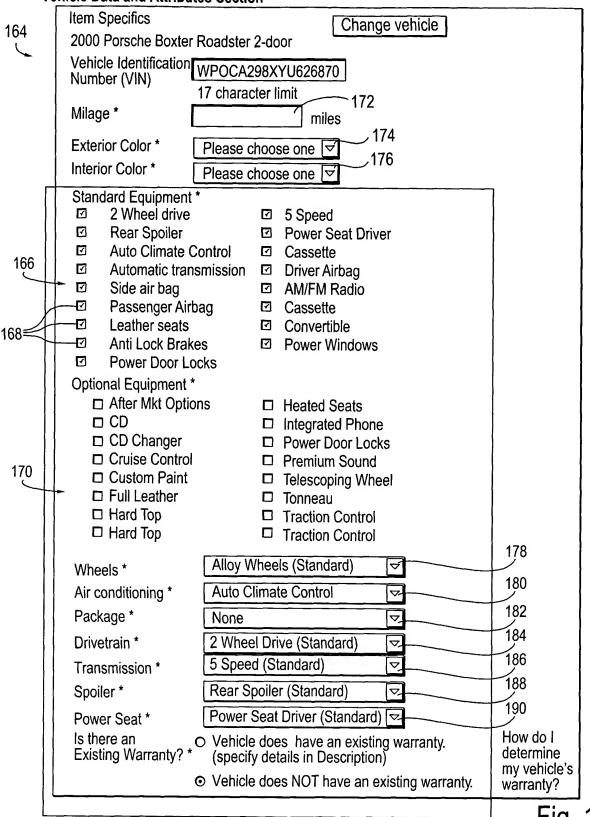
NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

ess Mail No.: EV301831643US Docket No.: 3801P102

Sheet: 10 of 20

Vehicle Data and Attributes Section



Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 11 of 20

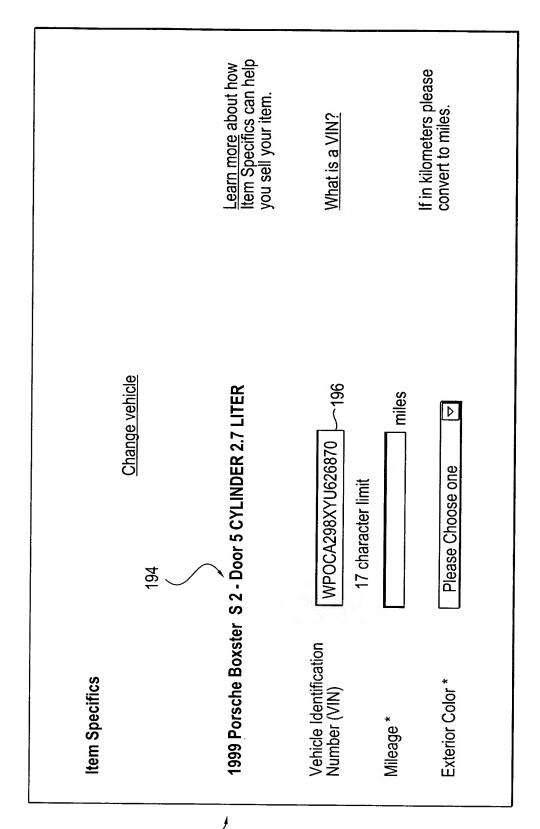


Fig. 11

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US Sheet: 12 of 20

_	326870				<u>.</u>		trol			<u> </u>		<u></u>					_		s or rives	nming to oy the				Ф 2	Fig. 12
	WPOCA298XYU626870	Clear	Beige/Tan	Silver		Alloy Wheels	Auto Climate Control	Rear Spoiler		Power Door Locks	Premium Sound	Telescoping Wheel				200	~	-	shape. Everyone see's it look rich. In fact, it de	or rattling while only hur se top is down you'll enj	st Century !!!!	irrs like a Kitten		d within 10 days of close vehicle' ' I will arrange t	Fig
198	VIN Number:	Title:	Interior:	Exterior;		Power Seat Driver	Power Steering	Power Windows		Hard Top	Heated Seats	Integrated Phone		Condition	n Mechanical Problems		d the item offered.		mmaculate and in excellent hese colors and wow does	a car that makes no noise c t has been for me. When th	ie is the Playmate of the 21	sn't look driven. Engine: Pu		auction' 'Balance to be paic or to pay for shipping of the	морі
	19860	6 Cylinder 2.7 Liter	Automatic	Existing		Convertible	Dual Air Bags	Leather		Cruise Control	Custom Paint	Full Leather		Normal Wear on Interior Condition	See Description for Known Mechanical Problems		ity for the content of this listing and the item offered.		xcites! This Year 2000 Boxter is in so, up. I ordered it specifically for the	e the Silver on Ian and you want a engine, this is the Car for you. I	in a whole new way. This Porsch	a Dent nor Scratch, Interior: Doesn't look driven, Engine: Purs like a Kitten		deposit within 3 days of close of a noney order Delivery Terms 'Buye Deerfield Beach, FL.	Close Window
2000 Porsche: Boxster	Silver on Tan Boxster Miles:	Engine:	Transmission:	Warranty:	Standard Equipment:	ABS	AM/FM Radio	Cassette	Optional Equipment:	After Market Options	CD	CD Changer	Condition Report:	No Accident History	No Rust	Like New on Exterior	Sellerassumes full responsibility	Vehicle Description	Looks that kill! Performance that Excites! This Year 2000 Boxter is immaculate and in excellent shape. Everyone see's or rides in this Car and give the thumbs up. I ordered it specifically for these colors and wow" does it look rich. In fact, it drive	and performs even richer. It you like the Silver on Ian and you want a car that makes no noise or rattling while only humming to the beauty and purity of the Porsche engine, this is the Car for you. It has been for me. When the top is down you'll enjoy the	weather and you will see the world	Venicie Condition Phenomenal Shape Exterior: Not	Terms of Sale	Payment Terms 'I would like a 10% deposit within 3 days of close of auction' 'Balance to be paid within 10 days of close of auction ' 'I accept payment by money order' Delivery Terms 'Buyer to pay for shipping of the vehicle' 'I will arrange to deliver the car within 100 miles of Deerfield Beach, FL.'	

NETWORK-BASED COMMERCE SYSTEM 1st Named Inventor: Steve Grove

Express Mail No.: EV301831643US

Sheet: 13 of 20

Docket No.: 3801P102

204

XYZ Mo	otors					
Home	Browse	Sell	Enthusiasts	Search	Service	es Help
Sell You	ur Item: Rev	view & Subr	mit Listing			
1. Catego		2. Title Description	3. Pictures & Details	4. Pay & Shi	yment ppina	5. Review & Submit

Step 1: Review your listing

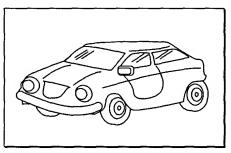
Listing Analysis

We have several suggestions for your listing to get more bids and a better price.

Click on "Edit Page"link to make these updates to the listing.

Re	commendation		Analysis
	d more descriptive text to Item Description	Edit Page	By giving your buyer a better description you more reasons to bid on your vehicle. See ips on writing a good description.

Click on "Edit page" links to make changes> When you do, you'll be directed to a page where you can make your desired changes.



35279 Miles 2Doors Used Silver Exterior - Gray - Dark Interior VIN 19UYA424XIA005064

6 Cyl.
automatic transmission
Clear title
Free Limited Warranty

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove

Express Mail No.: EV301831643US

Sheet: 14 of 20

Docket No.: 3801P102

Description

2001 Acura: CL

2001 ACURA CL, Great Condition

Miles:

19000

VIN Number:

WPOCA296XYU626870

Engine:

6 Cylinder 2.7 Liter Title:

Clear

Transmission:

Automatic

Interior:

Beige/Tan

Warranty:

Existing

Exterior:

Silver

Standard Equipment:

ABS

CD

Convertible

Power Seat Driver

Alloy Wheels

AM/FM Radio

Dual Air Bags

Power Steering

Auto Climate Control

Cassette

Leather

Power Windows

Rear Spoiler

Optional Equipment:

After Market Options

Cruise Control **Custom Paint**

Hard Top **Heated Seats**

Power Door Locks **Premium Sound**

CD Changer

Full Leather

Integrated Phone

Telescoping Wheel

Condition Report:

No Accident History

Normal Wear on Interior Condition

No Rust

See Description for Known Mechanical Problems

Like New on Exterior

Sellerassumes full responsibility for the content of this listing and the item offered.

Trim: 3.2 Coupe 2D Engine: V6 3.2 Liter VTEC transmission: Automatic Drivetrain: Front Wheel Drive Mileage: 35,279 Leather Air Conditioning Power Steering Power Windows Power Mirrors Power Door Locks Dual Powere Seats Moon Roof Cruise Control Tilt Wheel AM/FM Stereo Cassette CD Changer Bose Brand Premium Sound Dual Front Air Bags ABS (4-Wheel) Traction Control Alloy Wheels

204

NETWORK-BASED COMMERCE SYSTEM
1st Named Inventor: Steve Grove
Express Mail No.: EV301831643US

Sheet: 15 of 20

	Revise `	Your Item: Edit Pi	ctures & I	tem Details					
	Vehicle Subtitl								
	Pictures								
		e added the follow	wing pictu	ure(s):					
	Pict	ture1 Pictur	e2	Picture3					
210	Piet			Diet.vac6					
	Pict	ure4 Pictur	e5	Picture6					
	Increase	your item's visib	oility						
	Gallery F	Picture is Choose	One						
	(free)								
	-	I features							
	✓ Bol	ď	\$4.00	Attract buyers' attention and set your listing apart - use bold	See example of a bold listing.				
	☐ Hig	hlight	\$5.00	Make your listing stand our with a colored band.	See example of a <u>highlighted</u> listing.				
	☐ Cat	egory Featured	\$14.95	Show off your listing in the Featured area of category listings and search results					
		tors Gallery atured	\$99.95	Get the opportunity to appear in the Featured area of Motors Home and	Motors Gallery				
	Listing i ⊙ No			Browse pages	Featured.				
		US Flag Checkered Flag 4 x 4 Gift Graduation	\$2.00 \$2.00 \$2.00 \$2.00 \$2.00						
	O Do	ge counter not add a counter dale Style 1234	O Gre O Hid	een LED 1234 often	le counters show how your item has been ed. <u>Learn more.</u>				
			Only s	seller can see page views					

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US Sheet: 16 of 20

Docket No.: 3801P102

⁻ 212

	Motors			0 1						
Home	Browse	Sell	Enthusiasts	Search	Services	Help				
	Lost your information? Click Refresh. Learn how to stop information loss.									
Revise Your Item: Describe Your Item										
1. Cate	Category 2. Title 3. Pictures 4. Payment 5. Review & & Description & Details & Shipping Submit									
Item Ti	Item Title: GTO Turbo									
Add Ren	Item Description Add to your description in the box below, then click "Save Changes." Remember: You can only add to, not change your current description. View your current description									
Add	To Description	on *								
	Font Name	▽F	ont Size ▽	Color	∇					
	B I U									
	Preview your revised description									
	-									
	Cancel Ch	anges	Save C	hanges						
<u>Home</u>	Browse	<u>Sell</u>	<u>Enthusiast</u>	s <u>Searc</u>	h <u>Servi</u>	ces Help				

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 17 of 20

☐ Hard Top

Docket No.: 3801P102

214 XYZ Motors Home Browse Sell Enthusiasts Search Services Help Lost your information? Click Refresh. Learn how to stop information loss. Revise Your Item: Describe Your Item 2. Title 3. Pictures 4. Payment 5. Review & 1. Category & Shipping & Description & Details Submit Item Title: Porsche:Boxster Item Subtitle: 2000 Silver New Condition **Item Specifics** 2000 Porsche Boxster Roadster 2-door Learn more about how Item Specifics can help you sell your item Vehicle Identification WPOCA298XYU626870 Number (VIN) 12000 miles Mileage * Exterior Color * Silver Interior Color * Black Standard Equipment * ✓ 2 Wheel drive √ 5 Speed How do I find out what ✓ Rear Spoiler ✓ Power Seat Driver options my car has? ✓ Auto Climate Control ✓ Cassette ✓ Automatic transmission Driver Airbag ✓ Side air bag ✓ AM/FM Radio ✓ Passenger Airbag ✓ Cassette ✓ Leather seats ✓ Convertible ✓ Anti Lock Brakes ✓ Power Windows ✓ Power Door Locks Optional Equipment * ☐ After Mkt Options □ Heated Seats □ Integrated Phone □ CD Changer ☐ Power Door Locks □ Cruise Control □ Premium Sound □ Custom Paint ☑ Telescoping Wheel □ Full Leather □ Tonneau ☐ Hard Top □ Traction Control

□ Traction Control

Blakely, Sokoloff, Taylor & Zafman LLP

(408) 947-8200 Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 18 of 20

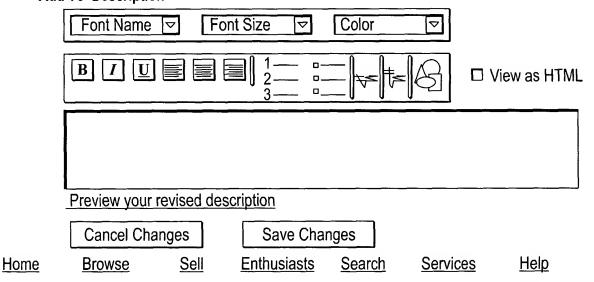
Docket No.: 3801P102

_						
Wheels *	Alloy Wheels (Standard)					
Air conditioning *	Auto Climate Control					
Package *	None					
Drivetrain *	2 Wheel Drive (Standard)					
Transmission *	5 Speed (Standard)					
Spoiler *	Rear Spoiler (Standard)					
Power Seat *	Power Seat Driver (Standard)					
Is there an Existing Warranty? * Type of Vehicle This *	Vehicle does NOT have an existing warranty. Clear (most titles)					
Vehicle Inspection *	None or Other inspection service					
Vehicle Condition						
Maintanance History Available Interior Condition Exterior Condition Rust?	See Description See Description See Description See Description See Description If you answer yes, please p details in the item description					

Vehicle Description

Add to your description in the box below, then click "Save Changes." Remember: You can only add to, not change your current description. View your current description

Add To Description *



NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 19 of 20

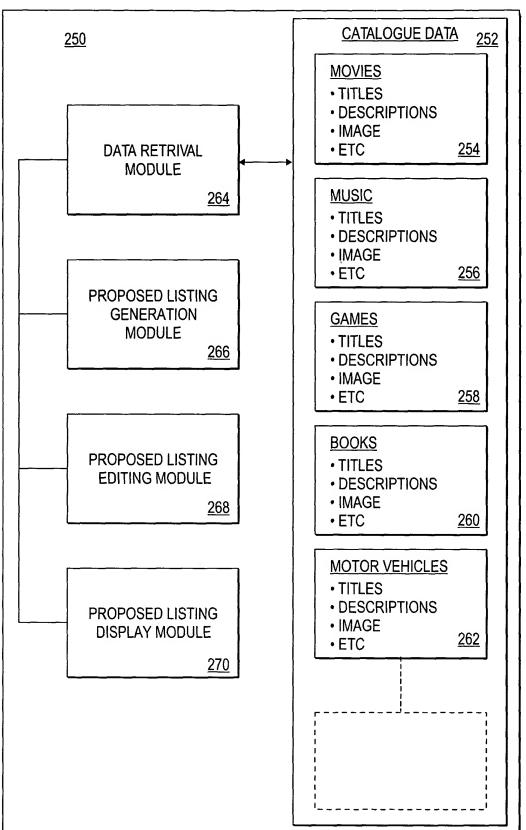


Fig. 17

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 20 of 20

